

## Customer Data Protection & Privacy Policy

### 1. PURPOSE

At Classic Sports Industries (CSI), and Dina Uniform Group (DINA) (collectively referred to as “the Company”, “we”, “us”, or “our”), we are committed to protecting the personal information of our customers. This Policy outlines how we collect, use, store, disclose, and protect your personal data.

This Policy is intended to ensure compliance with the *Privacy Act 1988 (Cth)* and the *Australian Privacy Principles (APPs)*. It also reflects our internal obligations for information security and responsible data handling.

### 2. SCOPE

This Policy applies to all personal information we collect from customers via our websites, online services, email communications, and any other interactions where personal or sensitive information is gathered. It applies to both digital and physical records.

### 3. TYPES OF INFORMATION WE COLLECT

We only collect personal information necessary for our operations. This may include:

- Full name, contact details (e.g., email, phone number, address)
- Account or transaction details
- Order history and payment method (but not stored credit card numbers unless required for recurring billing under secure standards)
- Preferences, feedback, or communication records
- Information provided through customer service interactions or competitions

### 4. WHY WE COLLECT YOUR INFORMATION

We collect your information for purposes such as:

- Fulfilling product orders and managing customer accounts
- Providing customer support
- Managing marketing and promotional activities (where consented)
- Meeting our legal and regulatory obligations
- Improving website functionality and customer experience

### 5. STORAGE AND SECURITY OF YOUR DATA

We take all reasonable steps to protect customer information from misuse, interference, loss, and unauthorised access, modification, or disclosure. This includes:

- Secure servers, encrypted databases, and password-protected systems
- Controlled access based on job responsibilities (“need to know” basis)

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- Virus and malware protection
- Regular system audits and monitoring
- Secure disposal of records when no longer required

Where sensitive customer data (e.g. financial or cardholder information) is collected, it is protected in accordance with industry standards and is only stored when essential for business continuity.

## 6. DISCLOSURE OF PERSONAL INFORMATION

We will never sell your personal information.

We may share your data with:

- Service providers (e.g., delivery companies, payment processors) to perform services on our behalf
- Regulatory bodies when required by law
- Third parties **only** where you have provided consent or where legally required

Any third party that receives your data is subject to strict confidentiality obligations, including formal agreements acknowledging their data protection responsibilities.

## 7. OVERSEAS DISCLOSURE

Your personal information will not be disclosed to foreign recipients unless:

- You have provided consent
- It is necessary for processing your request (e.g., international shipping)
- It complies with applicable data protection laws

## 8. YOUR RIGHTS AND ACCESS

You may request:

- Access to your personal information
- Corrections to inaccurate or outdated data
- To opt out of direct marketing communications
- To have your data deleted where legally permissible

Requests can be made by contacting us at: [Insert contact details or privacy email]

## 9. DATA BREACHES

We have procedures in place for identifying and responding to data breaches. If your personal information is involved in a breach likely to result in serious harm, we will notify you and the Office of the Australian Information Commissioner (OAIC) as required by law.

## 10. CREDIT CARD AND SENSITIVE INFORMATION

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While we collect and store basic customer data (e.g., names, addresses, account records), if you are providing **financial or sensitive information**, we apply additional controls, including secure encryption protocols and restricted access.

If we begin storing or processing:

- Large volumes of personal information,
- Financial data or health records, or
- Credit card details,

we will ensure full compliance with applicable obligations under the *Privacy Act 1988 (Cth)*, and where relevant, **Payment Card Industry Data Security Standards (PCI DSS)**.

## 11. POLICY UPDATES

This Policy may be updated from time to time to reflect changes in legal obligations or our business practices. The most current version will always be available on our website.

## 12. CONTACT US

If you have any questions, concerns, or wish to make a privacy complaint, please contact:

### Head of People & Compliance

Louise Carney

[louise.carney@dinauniforms.com.au](mailto:louise.carney@dinauniforms.com.au)

7 Monro Avenue, Kirrawee NSW 2232

All complaints will be handled in line with our internal privacy complaints procedure and escalated to the OAIC if necessary.

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